

LEO BURNETT U.S.A.
A Division of Leo Burnett Worldwide, Inc.

ADW578-12 BURNHEDGE *INDIANAPOLIS MUSIC HERF 42" B/W ROP (4 COL/8-1/8" x 10-1/2") ROP, 1996

Club

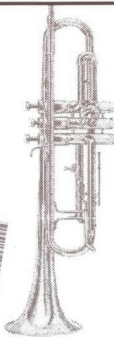
BENSON & HEDGES

Presents
Music Heritage Festival I
starring

Gladys Knight
Solo

Jerald Daemyon

Friday, July 12, 1996
American Legion Hall
Indianapolis, Indiana
7pm
Free Admission



Presented by
Benson & Hedges
Menthol Cigarettes

10 mg "tar," 11 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

LEO BURNETT JOB INFORMATION

PRINT

Ad No: 678-02
Rev: No 154681
Client: Benson & Hedges
Product: Mentol
Title: Club B&H Sweet ROP
Medium: CD 154681
Description: Indy Music Festival
Area: 90-26
Print Specs: Color 100%
Running: 1
Toll: 100%
Date: 10/10/96

APPROVALS

Print Service: 154681
Agency: Leo Burnett
Client: Leo Burnett
Sales: 100%
PM: 100%
The Legal Department/Comments: 100%

Agency: Leo Burnett
Comments or Instructions:
None

Scale: 1" = 1"
Trim: 8.625 x 10.5 inches
Trim: 99.5625 square inches



Color: 100%
Trim: 100%
Trim: 100%
Trim: 100%

Exhibit 3
100 Benson Light Case (10/10 Caps 100)